<u>CLAIMS</u>

A complete claim set follows for the Examiner's convenience. The claims are unamended.

1. (Original): A method for providing interactive advertising comprising:

providing programming to a user, wherein the programming includes content and advertisements;

permitting the user to select which of the advertisements are to be played; and

awarding value to the user according to which of the advertisements are played.

2. (Original): The method of claim 1 wherein providing programming to a user comprises:

providing the programming in response to a request from the user for the content contained in the programming.

3. (Original): The method of claim 1 wherein providing programming to a user comprises:

distributing a physical medium to the user, the physical medium containing the content.

4. (Original): The method of claim 1 wherein providing programming to a user comprises:

transmitting the content to the user via a computer network.

5. (Original): The method of claim 4 wherein providing programming to a user comprises:

combining the content and the advertisements into a single programming stream; and

transmitting the single programming stream to the user via a computer network.

6. (Original): The method of claim 4 wherein providing programming to a user comprises:

combining the content and the advertisements into a single programming

stream; and

transmitting the single programming stream to a game console via a computer

network.

7. (Original): The method of claim 1 wherein providing programming to a user comprises:

providing the content to the user via a first type of infrastructure; and

providing the advertisements to the user via a different type of infrastructure.

8. (Original): The method of claim 1 wherein:

providing programming to a user comprises:

combining the content and the advertisements into a single programming

stream, the single programming stream including blocks of content

separated by blocks of advertisements, and

providing the single programming stream to the user;

each block of advertisements being associated with a monetary amount;

and

the value awarded to the user including the monetary amounts associated

with the blocks of advertisements that are played.

9. (Original): The method of claim 1 wherein:

advertisements are associated with credit amounts usable against fees paid by

the user for the content; and

the value awarded to the user includes the credit amounts associated with the advertisements that are played.

10. (Original): The method of claim 1 wherein permitting the user to select which of the advertisements are to be played comprises:

permitting the user to indicate a desire to skip an advertisement, wherein advertisements are played unless the user indicates a desire to skip the advertisement.

11. (Original): The method of claim 1 wherein permitting the user to select which of the advertisements are to be played comprises:

permitting the user to indicate a desire to play an advertisement, wherein the advertisements are skipped unless the user indicates a desire to play the advertisement.

12. (Original): The method of claim 1 wherein permitting the user to select which of the advertisements are to be played comprises:

permitting the user to define criteria for selecting which of the advertisements are to be played, wherein an advertisement is played or skipped according to the defined criteria.

13. (Original): The method of claim 1 wherein the value awarded to the user depends on the manner in which the advertisements are played.

14. (Original): The method of claim 13 wherein the value awarded to the user depends on a time of day when the advertisement is played.

15. (Original): The method of claim 13 wherein the value awarded to the user

depends on how much of the advertisement is played.

16. (Original): The method of claim 1 further comprising:

limiting the value awarded to the user.

17. (Original): The method of claim 1 further comprising:

collecting statistics on which advertisements are selected by the user.

18. (Original): The method of claim 17 further comprising:

targeting the advertisements provided to the user based on the statistics collected

for the user.

19. (Original): The method of claim 17 further comprising:

clustering the user into a group of users according to the statistics collected for

the user; and

targeting the advertisements provided to the user based on the group into which

the user is clustered.

20. (Original): The method of claim 17 further comprising:

clustering the user into a demographic group according to the statistics collected

for the user; and

targeting the advertisements provided to the user based on the demographic

group into which the user is clustered.

21. (Original): The method of claim 17 wherein the value awarded to the user

depends on a relationship between the advertisements played and the statistics

collected.

22. (Original): A system for providing interactive advertising comprising:

a content server for providing programming to a user, wherein the programming
includes content and advertisements and the user is permitted to select which
of the advertisements are to be played;

a programming database accessible by the content server, the programming
database containing content and advertisements; and

wherein the content server further awards value to the user according to which
of the advertisements are played.

23. (Original): The system of claim 22 wherein the content server provides
programming to the user in response to a request from the user for the content
contained in the programming.

24. (Original): The system of claim 22 wherein the content server transmits the
content to the user via a computer network.

25. (Original): The system of claim 24 wherein the content server further
comprises:

a stream serving process for combining the content and the advertisements into a
single programming stream and transmitting the single programming stream
to the user via a computer network;

a client interaction process for determining which of the advertisements are
played; and

a billing cache for awarding value to the user according to which of the
advertisements are played.

26. (Original): The system of claim 25 wherein:

the single programming stream including blocks of content separated by blocks

of advertisements;

each block of advertisements being associated with a monetary amount; and

the value awarded to the user includes the monetary amounts associated with the blocks of advertisements that are played.

27. (Original): The system of claim 22 wherein:

advertisements are associated with credit amounts usable against fees paid by the user for the programming; and

the value awarded to the user includes the credit amounts associated with the advertisements that are played.

28. (Original): The system of claim 22 wherein the advertisements are played unless the user indicates a desire to skip the advertisement.

29. (Original): The system of claim 22 wherein the advertisements are skipped unless the user indicates a desire to play the advertisement.

30. (Original): The system of claim 22 further comprising:

a database accessible by the content server for storing criteria defined by the user for selecting which of the advertisements are to be played; and

wherein the content server provides advertisements according to the defined criteria.

31. (Original): The system of claim 22 wherein the value awarded to the user depends on the manner in which the advertisements are played.

32. (Original): The system of claim 22 wherein the content server further comprises:

a stream scheduler process for determining which content and advertisements

    are to be provided to the user;

a stream serving process for combining the content and the advertisements into a

    single programming stream and transmitting the single programming stream

    to the user via a computer network;

a client interaction process for determining which of the advertisements are

    played, wherein the stream scheduler process further collects statistics on

    which advertisements are played;

a billing cache for awarding value to the user according to which of the

    advertisements are played; and

a statistics database for storing the statistics collected for the user.

33. (Original): The system of claim 32 further comprising:

a statistical analysis engine for targeting the advertisements provided to the user

    based on the statistics collected for the user.

34. (Original): The system of claim 32 wherein the statistical analysis engine
further:

clusters the user into a group of users according to the statistics collected for the

    user; and

targets the advertisements provided to the user based on the group into which

    the user is clustered.

35. (Original): The system of claim 32 wherein the statistical analysis engine
further:

clusters the user into a demographic group according to the statistics collected

    for the user; and

targets the advertisements provided to the user based on the demographic group into which the user is clustered.

36. (Original): The system of claim 32 wherein the value awarded to the user depends on a relationship between the advertisements played and the statistics collected.

37. (Original): A system for providing interactive advertising comprising:

means for providing programming to a user, wherein the programming includes content and advertisements;

means for permitting the user to select which of the advertisements are to be played; and

means for awarding value to the user according to which of the advertisements are played.

38. (Original): The system of claim 37 wherein the means for providing programming to a user comprises:

means for providing the programming in response to a request from the user for the content contained in the programming.

39. (Original): The system of claim 37 wherein the means for providing programming to a user comprises:

means for transmitting the content to the user via a computer network.

40. (Original): The system of claim 39 wherein the means for providing programming to a user comprises:

means for combining the content and the advertisements into a single programming stream; and

means for transmitting the single programming stream to the user via a

computer network.

41. (Original): The system of claim 37 wherein:

the means for providing programming to a user comprises:

means for combining the content and the advertisements into a single

programming stream, the single programming stream including

blocks of content separated by blocks of advertisements, and

means for providing the single programming stream to the user;

each block of advertisements being associated with a monetary amount;

and

the value awarded to the user including the monetary amounts associated

with the blocks of advertisements that are played.

42. (Original): The system of claim 37 wherein:

advertisements are associated with credit amounts usable against fees paid by

the user for the content; and

the value awarded to the user includes the credit amounts associated with the

advertisements that are played.

43. (Original): The system of claim 37 wherein the means for permitting the user

to select which of the advertisements are to be played comprises:

means for permitting the user to indicate a desire to skip an advertisement,

wherein advertisements are played unless the user indicates a desire to skip

the advertisement.

44. (Original): The system of claim 37 wherein the means for permitting the user

to select which of the advertisements are to be played comprises:

means for permitting the user to indicate a desire to play an advertisement, wherein the advertisements are skipped unless the user indicates a desire to play the advertisement.

45. (Original): The system of claim 37 wherein the means for permitting the user to select which of the advertisements are to be played comprises:

means for permitting the user to define criteria for selecting which of the advertisements are to be played, wherein an advertisement is played or skipped according to the defined criteria.

46. (Original): The system of claim 37 further comprising:

means for collecting statistics on which advertisements are selected by the user.

47. (Original): The system of claim 46 further comprising:

means for targeting the advertisements provided to the user based on the statistics collected for the user.

48. (Original): The system of claim 46 further comprising:

means for clustering the user into a group of users according to the statistics collected for the user; and

means for targeting the advertisements provided to the user based on the group into which the user is clustered.

49. (Original): The system of claim 46 further comprising:

means for clustering the user into a demographic group according to the statistics collected for the user; and

means for targeting the advertisements provided to the user based on the demographic group into which the user is clustered.

50. (Original): A method of receiving interactive advertising comprising:

receiving programming, wherein the programming includes content and
advertisements;

allowing a user to select which of the advertisements are to be played; and

playing the content and the selected advertisements, wherein value is awarded
to the user according to which of the advertisements are played.

51. (Original): The method of claim 50 further comprising:

requesting the content contained in the programming.

52. (Original): The method of claim 50 wherein receiving programming
comprises:

receiving a physical medium containing the content.

53. (Original): The method of claim 50 wherein receiving programming
comprises:

receiving the content via a computer network.

54. (Original): The method of claim 53 wherein receiving programming
comprises:

receiving the content and the advertisements as a single programming stream via
a computer network.

55. (Original): The method of claim 53 wherein receiving programming
comprises:

receiving the content and the advertisements as a single programming stream via
a computer network at a game console.

56. (Original): The method of claim 50 wherein receiving programming comprises:

receiving the content via a first type of infrastructure; and

receiving the advertisements via a different type of infrastructure.

57. (Original): The method of claim 50 wherein:

receiving programming comprises:

receiving the content and the advertisements as a single programming

stream, the single programming stream including blocks of content

separated by blocks of advertisements;

each block of advertisements being associated with a monetary amount;

and

the value awarded including the monetary amounts associated with the

blocks of advertisements that are played.

58. (Original): The method of claim 50 wherein:

advertisements are associated with credit amounts usable against fees paid for

the programming; and

the value awarded includes the credit amounts associated with the

advertisements that are played.

59. (Original): The method of claim 50 wherein allowing a user to select which of

the advertisements are to be played comprises:

allowing a user to indicate which advertisements are to be skipped, and

playing an advertisement unless the user indicates a desire to skip the

advertisement.

60. (Original): The method of claim 50 wherein allowing a user to select which of

the advertisements are to be played comprises:

allowing a user to indicate which advertisements are to be played; and

skipping an advertisement unless the user indicates a desire to play the advertisement.

61. (Original): The method of claim 50 wherein allowing a user to select which of the advertisements are to be played comprises:

allowing a user to define criteria for selecting which of the advertisements are to be played; and

playing or skipping an advertisement according to the defined criteria.

62. (Original): The method of claim 50 wherein the value awarded depends on the manner in which the advertisements are played.

63. (Original): The method of claim 62 wherein the value awarded depends on a time of day when the advertisement is played.

64. (Original): The method of claim 62 wherein the value awarded depends on how much of the advertisement is played.